



U-MOB LIFE15 GIC/ES/000056



Foro de **MOVILIDAD SOSTENIBLE**

Cooperación entre Universidad & Entidades Locales

Isabel Domínguez Perelló. Novotec

U-MOB | European Network for Sustainable Mobility at Universities. LIFE15 GIC/ES/000056



This forum is in the Framework of the European Project about sustainable Mobility: U-MOB LIFE.



LIFE project number LIFE15 GIC/ES/000056 This Project is funded by the European Union. It reflects only the author's view and the agency is not responsible for any use that may be made of the information it contains.

Qué es U-MOB?

U-MOB LIFE | European University Network for Sustainable Mobility :

- ✓ Proyecto cofinanciado por el programa **LIFE** de la Comisión Europea.
- ✓ Dirigido a crear una **red de universidades** que facilite el intercambio de conocimiento sobre buenas prácticas de movilidad sostenible entre las universidades europeas.
- ✓ Como herramienta para la reducción de emisiones de CO₂ debidas a la movilidad de la comunidad universitaria.

U-MOB LIFE PROJECT
nº LIFE15 GIC/ES/000056

www.u-mob.eu
contact: info@u-mob.eu

Duration: 5 years. 01/07/2016 –
30/06/2021

Budget: 1.329.427€ - 60% funded by
the LIFE programme.



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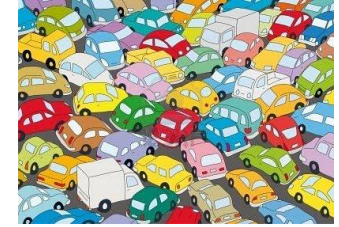


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¿Por qué un proyecto que impulse la movilidad sostenible en universidades?

1. Las universidades son importantes **polos de atracción**, por tanto son el origen de frecuentes desplazamientos diarios en nuestras ciudades.
2. Juegan un papel clave en **la educación de las generaciones futuras**.
3. Por tanto, son un potente instrumento para **implementar la política europea** ahora y en el futuro.

La estrategia europea urbana pretende cambiar el balance entre los diferentes sistemas de transporte, favoreciendo el público frente al privado, y reduciendo el impacto del coche.

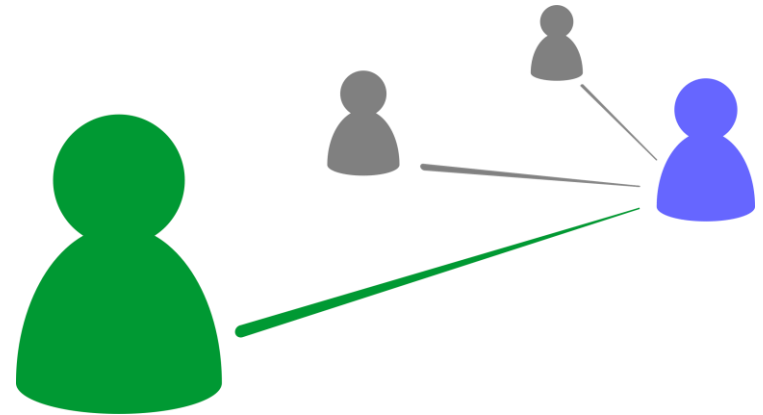


¿Y por qué crear una red europea de universidades?

- ✓ En Europa, hasta ahora, cada Universidad ha hecho su camino por su cuenta
- ✓ O, en algunos casos, con universidades del mismo país o región.

U-MOB LIFE pretende crear un instrumento para que las universidades de toda Europa compartan conocimiento, problemas y preocupaciones, pero también soluciones de éxito.

Este intercambio permitirá avanzar a medio y largo plazo.



Qué es U-MOB?

Uno de los objetivos del proyecto es:

- ✓ Impulsar **políticas de movilidad** sostenible entre las autoridades públicas y las entidades de transporte a nivel local.

Una de las tareas del proyecto consiste en:

- ✓ Desarrollo de una Guía para facilitar la **cooperación entre universidades y actores locales**: dificultades, consejos y casos reales de acciones de éxito.

En este objetivo y en esta tarea se enmarca esta jornada.

¿Quién forma el consorcio del Proyecto U-mob?

Cuatro universidades con gran experiencia en el campo de la movilidad:



Una fundación con experiencia en comunicación y formación, aspectos clave en el proyecto:

FUNDACIÓN **equipo humano**

Como coordinador del proyecto, una empresa de consultoría especializada en proyectos ambientales:

novotec

¿Quiénes son los miembros de la red U-moB, en este momento?

**69 universidades
de 10 países
europeos:**

*Alemania
Reino Unido
Italia
España
Polonia
Grecia
Croacia
Holanda
Portugal
Suecia*



JOIN US!

**All European Universities are invited to join U-Mob LIFE
European network for sustainable mobility at university.**



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Aristotle
University of
Thessaloniki
(AUTh)



Gdansk
University of
Technology (PG)



GDYNIA
Maritime
University



POLITECNICO
MILANO 1863
Politecnico di
Milano (Polimi)



Universidad de
Las Palmas de
Gran Canaria
(ULPGC)



Universidad de
León (ULE)



Universidad de
Málaga (UMA)



Universidad de
Navarra (UNAV)



Politecnico di
Torino (Polito)



Poznan
University of
Technology
(PUT)



Universidad
Autónoma de
Madrid (UAM)



Universidad
Cardenal Herrera
(UCH-CEU)



UNIVERSIDAD
DE SALAMANCA
CAMPUS OF INTERNATIONAL EXCELLENCE
Universidad de
Salamanca
(USAL)



Universidad de
Valladolid (UVA)



Universidad de
Zaragoza
(UNIZAR)



Universidad del
País Vasco /
Euskal Herriko
Unibertsitatea
(UPV/EHU)



Universidad
Carlos III de
Madrid (UC3M)



Universidad de
Alcalá (UAH)



Universidad de
Cádiz (UCA)



Universidad de
Cantabria (UC)



Universidad
Francisco de
Vitoria (UFV)



Universidad Rey
Juan Carlos
(URJC)



Universidad San
Jorge (USJ)



Universidad San
Pablo CEU (USP-
CEU)



UNIVERSIDAD DE CÓRDOBA
Universidad de
Córdoba (UCO)



Universidad de
Extremadura
(UEX)



Universidad
de La Laguna
Universidad de
La Laguna (ULL)



UNIVERSIDAD
DE LA RIOJA
Universidad de
La Rioja (UR)



Universidade da
Coruña (UDC)



Università degli
Studi di Brescia
(UNIBS)



Università degli
Studi di Milano-
Bicocca
(UNIMIB)



Università di
Camerino
(UNICAM)



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Università degli Studi di Torino

Università degli Studi di Torino (UNITO)



Università degli Studi dell'Insubria



Hochschule Heilbronn - University of Applied Sciences



Università degli Studi della Basilicata (Unibas)



Università degli Studi della Campania Luigi Vanvitelli

Università degli Studi della Campania "Luigi Vanvitelli"



ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA
Università di Bologna



Università degli Studi ROMA TRE



Università degli Studi di Cassino e del Lazio Meridionale



University of Stuttgart

University of Stuttgart



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¿Qué aporta Umob a las universidades de la red?

1. Acceso a buenas prácticas implementadas en universidades europeas

Ya tenemos más de **90 buenas prácticas!!!!**

Cukrowa Bike
2015

Best Practices

- + Awareness and participation
- + Collaboration University - local stakeholders
- + Collection of data
- + Curricular system
- + Cycling mobility
- + Intermodal mobility
- + More efficient car use
- + Networking among Universities
- + Pedestrian mobility
- + Public transport

 Pictures



Fig.1. One of the covered and monitored bicycle stations located at the University area

Fig.2. Start of the Bike_S urban bicycle station located near the University (Uniwersyteckie rd.)

New Mobility Policy for Employees
2012/13

 Pictures



Fig 1. Before the policy

Fig 2. After the policy

¿Qué aporta Umob a las universidades de la red?

2. *Materiales formativos para los gestores de movilidad de las universidades: **curso online** con los conocimientos que los gestores de movilidad necesitan, ejemplos, casos prácticos, tests. **12 módulos***

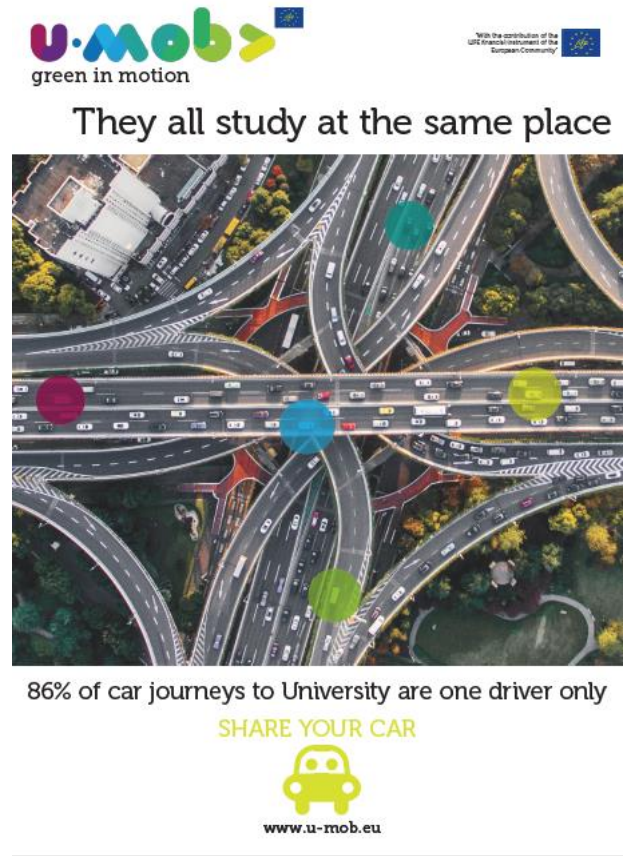
Module	Progress
1. Introduction to Sustainable Mobility Plans	100%
2. Stakeholders involvement	100%
3. Mobility data collection and analysis	100%
4. Planning the Implementation of the University Mobility Plan	100%
4.1 Bicycle	100%
4.2 Public transport	100%
4.3 Pedestrian commuting	25%
4.4 Rational car use	0%
4.5 Intermodal mobility	7%
4.6 Other mobility best practices	0%
5. University participation and awareness	0%
6. University networking for sustainability	0%

¿Qué aporta Umob a las universidades de la red?

3. Materiales de *sensibilización*

Campañas para fomentar el desplazamiento a pie, la bici, el transporte público, compartir coche.

✓ *Same place one car (poster)*



u·mob> green in motion

With the contribution of the LIFE Financial Instrument of the European Community

They all study at the same place

86% of car journeys to University are one driver only

SHARE YOUR CAR

www.u-mob.eu

✓ Bike in motion campaign

Folletos + pulseras



Benefits of cycling

1. **Cycling saves time.**
2. **You'll be fitter.**
3. **Cycling improves mental well-being.**
4. **You'll sleep better.**
5. **You'll save money.**
6. **You'll burn more calories.**
7. **Grow your social circle.**
8. **Make creative breakthroughs.**
9. **Cuts heart disease and cancer risk.**
10. **Save the planet.**



Benefits of cycling

1. **Cycling saves time.**
Cycling to university can reduce the time of your commute: you will not have to wait for rush hour jams or waiting for public transport. You can choose your own schedules!
2. **You'll be fitter.**
Regular cycling everyday has huge benefits: If you combine the exercise with eating healthy you will be losing weight.
3. **Cycling improves mental well-being.**
Cycling combines physical exercise with being outdoors and exploring new views. You can ride solo – giving you time to process worries or concerns, or you can ride with a group which broadens your social circle.
4. **You'll sleep better.**
An early morning ride might tire you out in the short term, but it'll help you catch some quality shut-eye when you get back to your pillow. The exercise promote the reduction in anxiety and will help you to sleep more deeply.
5. **You'll save money.**
You will not have to pay gasoline, nor transport payments, you just have to take into account the care of your bike. You will save money!
6. **You'll burn more calories.**
The efficiency with which it burns calories and fat – is not only raised during a ride, but for several hours afterwards.
7. **Grow your social circle.**
Joining a cycling club or group is an excellent way to grow your social circle, and if you're new to riding – you'll probably find all the maintenance and training advice you may have been looking for there, too.
8. **Make creative breakthroughs.**
Outdoor exercise helps resolve mental blocks and make decisions, as well as increase creativity.
9. **Cuts heart disease and cancer risk.**
Cycling raises your heart rate and gets the blood pumping round your body, and it burns calories, limiting the chance of your being overweight.
10. **Save the planet.**
Twenty bicycles can be parked in the same space as one car. It takes around five percent of the materials and energy used to make a car to build a bike, and a bike produces zero pollution.



✓ *Pedestrian in motion campaign*

Folletos + impermeables



Benefits of walking

1. **Your jeans will get a little looser.**
2. **Your mood will improve.**
3. **Walking improves digestion.**
4. **You'll fight cancer.**
5. **You'll save money.**
6. **Your brain will function better.**
7. **It boosts immune function.**
8. **Save the planet.**
9. **Increases lung capacity.**
10. **Delays aging.**



Want to know more?
www.u-mob.eu

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Benefits of walking

1. **Your jeans will get a little looser.**
That's because regular walking can help improve your body's response to insulin, which can help reduce belly fat.
2. **Your mood will improve.**
Whether you're feeling stuck at work or you've been searching for a solution to a tricky problem, it's a good idea to get moving. Going for a walk can spark creativity!
3. **Walking improves digestion.**
If you currently praise coffee for keeping your digestive system going strong, get ready to start thanking your morning walk instead. That's because a regular walking can greatly improve gastric mobility.
4. **You'll fight cancer.**
A sedentary lifestyle is one of the causes of cancer. Scientists have found that walking can help reducing the risk of cancer.
5. **You'll save money.**
You will not have to pay gasoline, nor transport. All you'll need are your legs and a small dose of motivation!
6. **Your brain will function better.**
Walking helps supplying the brain with the required amounts of oxygen and glucose, which helps the brain functioning better.
7. **It boosts immune function.**
Walking at least 30 minutes a day can help bolstering the activities of the immune cells, namely, the B-cells, T-cells, and the natural killer cells.
8. **Save the planet.**
Active transportation does not require fuel and does not cause air pollution. It also frees up more space on the roads, making your neighbourhoods more pleasant.
9. **Increases lung capacity.**
When you walk, you breathe in more oxygen as compared to when you are stationary. This exchange of oxygen and carbon dioxide at a larger volume can help increase your lung capacity.
10. **Delays aging.**
Researchers found that people who exercise regularly at a moderate to high intensity actually have longer telomeres in their DNA. They provide a vital function to the body by protecting the chromosome from deteriorating.

 Want to know more?
www.u-mob.eu

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✓ Public transport in motion campaign

Folletos + carcasas de móvil



Benefits of using public transport

1. Plan your trips.
2. Riding public transport saves money.
3. Freedom is amplified by Public Transport.
4. By using the public transport, you will reach your destination earlier.
5. You can do other things while travelling.
6. But if you prefer to disconnect...
7. Keeps air cleaner.
8. You will be healthier.
9. Is safer than individual vehicles.
10. You contribute to the harmony and silence of your city.



Want to know more?
www.u-mob.eu

With the contribution of the LIFE National instrument of the European Community



Benefits of using public transport

1. **Plan your trips.**
Obtain timetable and route-maps for your journey to know what to expect in advance. Calculate online the fastest times and best route for your trip.
2. **Riding public transport saves money.**
Car payments, gas prices and parking can be a major budget drain, but public transport lessens those financial burdens by alleviating the need to purchase and operate individual vehicles.
3. **Freedom is amplified.**
The availability of public transport opens up personal mobility to everyone. Stay connected to the whole city!
4. **You will reach your destination earlier.**
In the big cities the traffic jams occur daily and entail the search for parking in swamped areas. Arrive at your destination without complications or stress.
5. **You can do other things while travelling.**
You will be able to catch up with that project that you are halfway through or give the last review of the exam notes. Saving time is key in our accelerated society.
6. **But if you prefer to disconnect...**
Listen to music, read a good book, review our social profiles or simply let ourselves be carried away by our thoughts, without having to be aware of the traffic or the bike lane.
7. **Public transport keeps air cleaner.**
The massive use of the private vehicle jams up cities and makes them dirtier. Public transport it is a small contribution for a more sustainable world.
8. **You will be healthier.**
No matter how close you are to the bus stop or the subway station, you will always do more exercise than going to your garage, taking the car and driving to your office.
9. **Public transport is safer than individual vehicles.**
The probability of suffering an accident while traveling by metro or public bus is less than by private transport.
10. **You contribute to the harmony and silence of your city.**
Cities with more use of public transport are also quieter and more harmonious. The abundance of traffic causes a lot of noise. Contribute to more peaceful and less noisy cities.



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¿Qué aporta Umob a las universidades de la red?

5. Participación en **concurso**s

Concurso de buenas prácticas de movilidad

Concurso de videos en España

Concurso de videos en Italia



If you want to see the winning videos of the previous video contest on accessibility and sustainable mobility in Spanish universities, visit: www.u-mob.eu



VIDEO CONTEST
ON ACCESSIBILITY AND
SUSTAINABLE MOBILITY IN
ITALIAN UNIVERSITIES



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO



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the European Community"



VIDEO CONTEST
ON ACCESSIBILITY AND
SUSTAINABLE MOBILITY IN
SPANISH UNIVERSITIES



In collaboration with:
vadePike

"With the contribution of the
LIFE financial instrument of
the European Community"



¿Qué aporta Umob a las universidades de la red?

7. Asistencia técnica para definir planes de movilidad

Trabajando con **14 universidades** para:

Calcular su línea base de CO₂

Realizar un diagnóstico para identificar debilidades y oportunidades de mejora.

Definir e implementar planes de movilidad

Strategic Line I: University collaboration - local stakeholders

Strategic Line II: University management and governance

Strategic Line III: Pedestrian mobility

Strategic Line IV: Cycling mobility

Strategic Line V: Public transport

Strategic Line VI: More efficient car use

Strategic Line VII: Intermodal mobility

Strategic Line VIII: Curricular system

Strategic Line IX: Working time

Strategic Line X: Data collection

Strategic Line XI: Awareness and participation

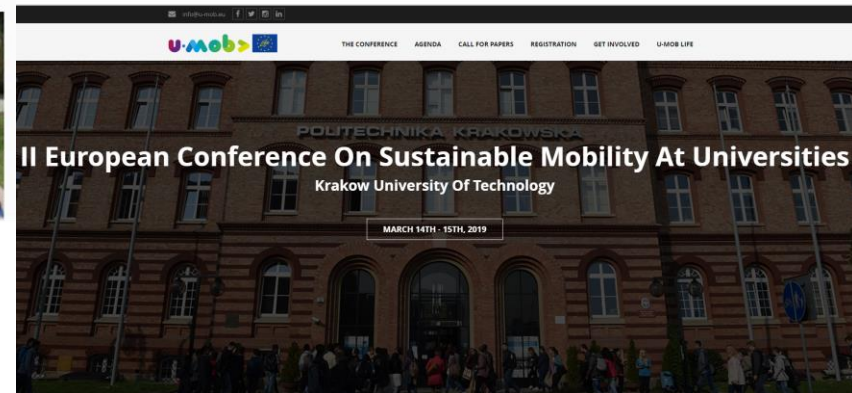
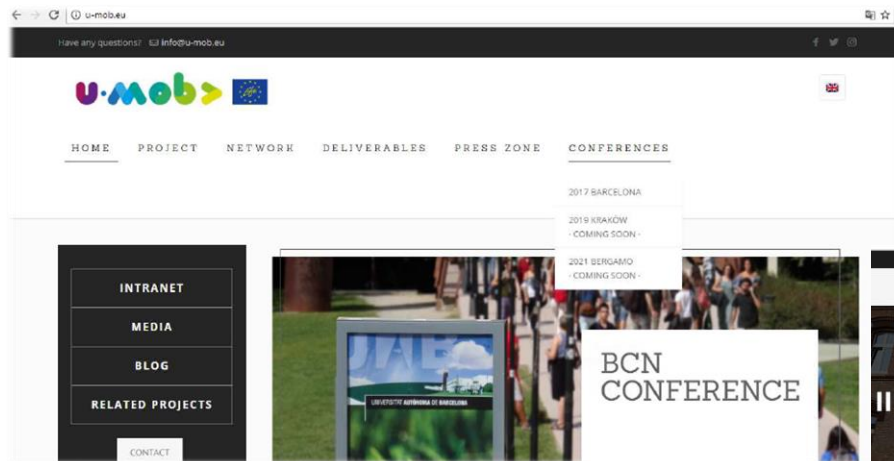
Strategic Line XII: Networking among universities



- ✓ Mobility actions for the period 2019-2021
- ✓ Time planning
- ✓ Indicative Budget
- ✓ Personnel involved / stakeholders
- ✓ Indicators

¿Cuáles son los principales eventos del proyecto?

Tres conferencias europeas en Barcelona (España), Cracovia (Polonia) y Bergamo (Italia), en 2017, **2019** y 2021 respectivamente, para **compartir experiencias** con universidades y otros actors relacionados con la movilidad.



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Agradecimientos a

Universidad de La Rioja

Todos los ponentes

Todos los asistentes

www.u-mob.eu
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